

ABSTRACT

Technology is growing rapidly along with the times. This is what makes Public Relations (PR) need to adapt to technological developments as a support for public relations work. Especially Public Relations (PR) in University to maximizing the use of technology that has a positive impact on the image and reputation of educational institutions. This study aims to determine the process of implementing Artificial Intelligence (AI) tools and the impact of the application of AI tools by Telkom University Public Relations & Analytics. The theory used in this research is the Diffusion of Innovation Theory which states procces received of innovation result is in line with ideas that want to be developed in a social group or a social system. The conclusion obtained is that PR & Analytics Telkom University applies the application of AI Tools to support public relations work.

Keywords: AI implementation; Artificial Intelligence (AI); Difussion Innovation; Public Relations.